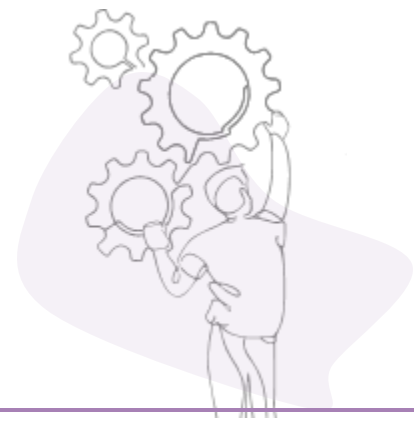




THE TAYLOR ASSESSMENT

*Hiring and Developing for
Culture Contribution*

Why do you need the Taylor Assessment?



By assessing an individual's cultural preferences, the Taylor Assessment will improve the quality of your searches and the likelihood of your internal & external candidates making a positive contribution to performance by aligning to your target culture. The assessment is also used for teambuilding and leadership development, helping leaders to role model the target culture.

What is the Taylor Assessment

- **The Taylor Assessment is a 30-minute online tool that identifies the kind of company culture that a person is likely to be attracted to, to thrive in, and to build around them.** In other words, it reveals the ways a person can contribute to your company's culture.
- The tool has been built on the intellectual capital and direct experience of Walking the Talk, who have conducted culture assessment with hundreds of global organizations and hundreds of thousands of individual respondents over a 30-year period.
- The assessment is based on the framework first laid out in Carolyn Taylor's seminal culture handbook *Walking the Talk: Building a Culture for Success*, first published in 2005.
- The Taylor Assessment is the only assessment tool on the market which directly measures contribution to an organization's culture. It provides an invaluable addition to any culture initiative and can be used for recruitment, leadership development, and teambuilding.

How the Assessment Works

- The Taylor Assessment has respondents identify the behaviors they most prefer and are motivated by in the context of work; the stronger the preference, the more likely they are to demonstrate that behavior at work and encourage it in others.
- An innovative ranking methodology asks people to rank exclusively positive statements from most-to-least preferred in response to a series of business-oriented prompts.
- This approach:
 - Mirrors the way that people make trade-offs in real life between competing commitments, which helps predict actual behavior and the kind of contribution a person will make to a company and its culture.
 - Reduces the risk of respondents gaming the assessment or giving socially desirable responses.
- The final results and debriefs are often described as a rich sources of professional and personal insight for both clients and candidates.

Example Question

I want to work for a company that...



discourages internal competitiveness to win as a team.

uses their purpose to inform decisions.

has diverse thinkers who share ideas.

encourages junior people to speak their minds.

welcomes feedback and challenges.

Key Features

The Taylor Assessment is unique in 4 different ways:

1

CREATED BY CULTURE EXPERTS

Based on our more than **30 years' experience** and the behaviors we know matter to companies and that are critical to the cultures they want to build.

2

BUSINESS ORIENTED

Analyses peoples' potential contributions specifically within the corporate context, which increases the **relevance**, **applicability**, and **overall usefulness** of the insights.

3

INNOVATIVE RANKING SYSTEM

It replicates how people make **trade-offs** in real-life, which allows you to better **predict** how that person may behave and **contribute to the culture**.

4

CAPTURES HOT TOPICS

Capturing inclusion, selflessness, constructive challenge, sustainability and being values-led can **fast-track culture change** in ways that few other assessments can match.

About Walking the Talk



30 years in culture

We know what works and what doesn't based on solid experience and the latest thinking in behavioral science



Methodologies tested and refined

Our methodologies are effective, practical, trainable, and straightforward to understand and adopt



Powerful language to create change

Our practical and do-able core concepts create an integrated experience of culture change at all levels



Thought leadership

We've shaped global thinking on what culture is today and continue to shape it through our future of work research series.



Deliver improved performance

We've learned how to use culture to enable clients achieve their business imperatives



Sustainable result

Our proven tools and methodology build internal culture management capability



Our team

100+ Active Associates and Global services team members



Our capability

We build true internal capability to lead, manage and support culture which makes our contribution sustainable. We teach you to fish rather than providing food!



Walking the Talk helps clients make culture their performance superpower.

We are world leaders in culture transformation; our proven methodology enables organizations to put their culture to work in helping achieve their strategy.



MAKE CULTURE YOUR SUPERPOWER. UNLEASH YOUR PERFORMANCE.



Contact us to find out more about how culture transformation and management can help you achieve your business goals.

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